AMENDMENTS TO THE CLAIMS

1.   (Original) A method, comprising:

providing a user with selection of audio content to accompany a shopping channel on an interactive video casting system, the audio content to select from including audio content uploaded to the interactive video casting system by the user and stored therein, the selection of audio content made available via the shopping channel; and

providing the selected audio content to the user.

2.   (Original) The method of claim 1 wherein the audio content includes music selected from audio content stored on the interactive video casting system.

3.   (Original) The method of claim 1 wherein the audio content includes an audio portion of programming from another channel on the interactive video casting system.

4.   (Original) The method of claim 1 wherein the audio content includes Internet radio.

5.   (Original) The method of claim 1 wherein the audio content includes a voiceover to provide the user with instructions regarding actions on the shopping channel.

6.   (Original) The method of claim 1 wherein the audio content includes a sound effect, including a style of voice capable of being selected by the user.

7.   (Original) The method of claim 1 wherein the interactive video casting system comprises an interactive television system.

8.   (Original) The method of claim 1, further comprising providing the audio content through explicit profiling of the user.

9.   (Currently amended) The method of claim 8 wherein explicit profiling comprises developing user audio preferences based on the user's responses to a plurality of questions provided via the interactive ~~television~~ video casting system.

10.   (Original) The method of claim 1, further comprising providing the audio content through implicit profiling of the user.

11.   (Currently amended) The method of claim 10 wherein implicit profiling comprises developing user audio preferences by analyzing the user's ~~interactive television~~ viewing habits <u>in the interactive video casting system</u>.

12.   (Original) A method, comprising:

providing a user with selection of audio enhancements to accompany content on an interactive video casting system, the audio enhancements to select from including audio enhancements uploaded to the interactive video casting system by the user and stored therein; and

providing the selected audio enhancements to a client terminal.

13.   (Original) The method of claim 12 wherein the content comprises an Internet web site.

14.   (Original) The method of claim 12 wherein the content comprises a shopping channel.

15.   (Original) The method of claim 12 wherein the content comprises interactive television objects of the user, including an electronic calendar.

16.   (Original) The method of claim 12 wherein the audio enhancements include music selected from audio enhancements stored on the interactive video casting system.

17.   (Original) The method of claim 12 wherein the audio enhancements include an audio portion of other content available on the interactive video casting system.

18.   (Original) The method of claim 12 wherein the audio enhancements comprise Internet radio.

19.   (Original) The method of claim 12 wherein the audio enhancements comprise a sound effect, including a voice style capable of being selected by the user or a theme-based sound related to the content presented to the client terminal.

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20.   (Original) The method of claim 12 wherein the audio enhancements comprise a voiceover to provide the user with instructions regarding actions related to the content presented to the client terminal.

21.   (Original) The method of claim 12 wherein the interactive video casting system comprises an interactive television system.

22.   (Original) The method of claim 12 wherein the content includes merchants' advertising, the method further comprising allowing merchants selling through a shopping channel of the interactive video casting system to provide a default audio enhancement to accompany the merchants' advertisement, the default audio enhancements capable of being changed by the user via selection of other audio enhancements.

23.   (Original) The method of claim 12, further comprising selecting the accompanying audio enhancements based on explicit profiling by selecting the accompanying audio enhancements based on the user's responses to a plurality of questions presented via the interactive video casting system.

24.   (Original) The method of claim 12, further comprising selecting the accompanying audio enhancements based on implicit profiling by the interactive video casting system by analyzing the user's viewing habits.

25.   (Currently amended) An apparatus, comprising:

a network interface coupled to receive interactive television content;

a television interface coupled to the network interface to allow selection of audio content to accompany content received from an interactive television network;

a storage medium coupled to the network interface to store at least a portion of the user a user's audio preferences; and

a processor coupled to the storage medium to coordinate the [[user]] user's audio preferences with the content received from the interactive television network by the network interface.

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26. (Original) The apparatus of claim 25 wherein the content on interactive television comprises a shopping channel.

27. (Original) The apparatus of claim 25 wherein the network interface is capable to retrieve at least some audio information related to the preferences from the interactive television network via use of triggers embedded in the content received from the interactive television network.

28. (Original) A system, comprising:

a television network couplable to a communication network to provide content from the television network and from the communication network to a client terminal; and

a server capable of being coupled to the television network to provide access to audio enhancements, the server including a storage medium to store the audio enhancements, including audio enhancements uploaded to the storage medium by a user, the server capable to provide the audio enhancements to the client terminal, based on user selection of at least one of the audio enhancements made from the content provided to the client terminal.

29. (Original) The system of claim 28 wherein the content includes triggers embedded in the content provided to the client terminal and usable to retrieve the at least one audio enhancement in response to user selection of that audio enhancement.

30. (Original) The system of claim 28, further comprising another storage medium coupled to the client terminal to store at least a portion of user audio preferences related to the audio enhancements.

31. (Original) A channel for an interactive video casting system, the channel comprising:

visual content provided from the interactive video casting system via the channel; and

a selection of audio enhancements to accompany the visual content, including a selection of audio enhancements that can be uploaded by a user and provided along with the visual

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content, at least one of the audio enhancements capable of being provided via the channel in response to user selection of that audio enhancement.

32.   (Original) The channel of claim 31 wherein the audio enhancements include an instructional voiceover to provide instructions related to the visual content.

33.   (Original) The channel of claim 31 wherein the audio enhancements include theme music based on the visual content, at least some of the theme music capable of being automatically selected from the selection based on user profile information.

34.   (Previously Presented) The channel of claim 32, further comprising a selection of visual enhancements to accompany the visual content, at least some of the visual enhancements capable of being uploaded by the user for subsequent presentation along with the visual content, at least some of the visual enhancements capable of being automatically selected from the selection based on user profile information.

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